

LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT COMPNY, INC.

Ad No. 2190-A4-(HEADS YOU WIN...)-Reg. No. M-12705-Page-40C-(4 1/4" x 6 7/8")-TV Guide, 1988 (A)

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Printed in U.S.A.

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Heads you win. Tails you win.

Merit delivers both sides of the coin:
rich, satisfying tobacco taste and even less tar than other leading lights.
In fact, the majority of smokers in a nationwide test agreed that Merit tastes as good
or better than cigarettes that have up to 38% more tar. The secret
is Enriched Flavor.* Only Merit has it. Light one up.
Chances are, you'll love it.

Enriched Flavor,* low tar. A solution with Merit.



SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

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Kings: 9 mg "tar," 0.8 mg nicotine av. per cigarette by FTC method.

B. Dreveny/D. Johnston/T. Barnett/O. Bowers/P. Craig/J. Parker
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